

Kentucky Occupational Skill Standards List

2004 Marketing

AA		UNDERSTAND FUNDAMENTAL BUSINESS, MANAGEMENT, AND ENTREPRENEURIAL CONCEPTS THAT AFFECT BUSINESS DECISION MAKING
AA	001	Demonstrate basic word-processing skills
AA	002	Demonstrate basic presentation software skills
AA	003	Demonstrate basic database skills
AA	004	Demonstrate basic spreadsheet skills
AB		UNDERSTAND CONCEPTS, STRATEGIES, AND SYSTEMS NEEDED TO INTERACT EFFECTIVELY WITH OTHERS
AB	002	Use proper grammar and vocabulary
AB	003	Explain the nature of effective verbal communications
AB	004	Persuade others
AB	005	Make oral presentations
AB	008	Write informational messages
AB	009	Write inquiries
AB	011	Prepare simple written reports
AB	012	Use communications technologies/systems (e.g., e-mail, faxes, voice mail, cell phones, etc.)
AC		UNDERSTAND THE ECONOMIC PRINCIPLES AND CONCEPTS FUNDAMENTAL TO MARKETING
AC	001	Distinguish between economic goods and services
AC	002	Explain the concept of economic resources
AC	003	Describe the nature of economics and economic activities
AC	004	Determine forms of economic utility created by marketing activities
AC	005	Explain the principals of supply and demand
AC	006	Describe the concept of price
AC	007	Explain the types of economic systems
AC	008	Determine the role of government in business
AC	009	Explain the concept of private enterprise
AC	010	Identify factors affecting a business's profit
AC	011	Determine factors affecting business risk
AC	012	Explain the concept of competition
AC	013	Explain the concept of productivity
AC	017	Explain measures used to analyze economic conditions
AD		UNDERSTAND CONCEPTS AND STRATEGIES NEEDED FOR CAREER EXPLORATION, DEVELOPMENT, AND GROWTH
AD	001	Complete a job application
AD	002	Interview for a job
AD	003	Write a follow-up letter after job interviews
AD	004	Write a letter of application
AD	005	Prepare a resume
EA		UNDERSTAND CONCEPTS, STRATEGIES, AND SYSTEMS NEEDED TO INTERACT EFFECTIVELY WITH OTHERS
EA	001	Apply effective listening skills
EA	002	Address people properly
EA	003	Follow directions
EA	004	Respect the privacy of others
EA	005	Describe ethical considerations in providing information
EA	006	Treat others fairly at work

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EA	007	Develop cultural sensitivity
EA	008	Foster positive working relationships
EA	009	Participate as a team member
EA	010	Show empathy for others
EA	011	Use appropriate assertiveness
EA	012	Demonstrate problem-solving skills
EB		UNDERSTAND CONCEPTS AND STRATEGIES NEEDED FOR CAREER EXPLORATION, DEVELOPMENT, AND GROWTH
EB	001	Identify desirable personality traits important to business
EB	002	Maintain appropriate personal appearance
EB	003	Maintain positive attitude
EB	004	Demonstrate interest and enthusiasm
EB	005	Demonstrate responsible behavior
EB	006	Demonstrate honesty and integrity
EB	007	Recognize personal biases and stereotypes
EB	008	Demonstrate ethical work habits
EB	009	Work with guidelines
EB	010	Demonstrate initiative
EB	011	Demonstrate self-control
EB	012	Demonstrate appropriate creativity
EB	013	Identify personal interests and skills for success in marketing and business
EB	014	Explain the concept of self-esteem
EB	015	Use feedback for personal growth
EB	016	Adjust to change
EB	017	Make decisions
EB	018	Set personal goals
EB	019	Use time-management principles
EB	020	Analyze employer expectations in the business environment
EB	021	Explain the rights of workers
EB	022	Identify sources of career information
EB	023	Identify tentative occupational interest
EB	024	Explain employment opportunities in marketing
EB	025	Utilize job search strategies
EB	026	Explain the need for ongoing education as a worker
EB	027	Describe techniques for obtaining work experience (e.g., volunteer activities, internships)
EB	028	Explain possible advancement patterns for job
EB	029	Identify skills needed to enhance career progression.
EB	030	Utilize resources that contribute to professional development (e.g., trade journals/periodicals, professional trade organizations, classes/seminars, trade shows, mentors)
EB	031	Use networking skills
OA		UNDERSTAND FUNDAMENTAL BUSINESS, MANAGEMENT, AND ENTREPRENEURIAL CONCEPTS THAT AFFECT BUSINESS DECISION MAKING
OA	001	Explain the role of business in society
OA	002	Describe types of business activities
OA	004	Describe marketing functions and related activities
OA	005	Explain the nature and scope of purchasing

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OA	011	Calculate net sales
OA	015	Explain the concept of management
OA	016	Describe the nature of business records
OA	019	Explain types of business ownership
OA	020	Describe current business trends
OA	021	Identify ways that technology impacts business
OA	024	Explain routine security precautions
OA	025	Explain safety precautions
OA	026	Explain procedures for handling accidents
OA	027	Explain procedures for dealing with workplace threats
OA	031	Orient new employees
OB		UNDERSTAND CONCEPTS, STRATEGIES, AND SYSTEMS NEEDED TO INTERACT EFFECTIVELY WITH OTHERS
OB	002	Handle telephone calls in a businesslike manner
OB	003	Explain the nature of staff communication
OB	004	Explain the use of inter-departmental/company communications
OB	005	Explain the nature of positive customer/client relations
OB	006	Demonstrate a customer-service mindset
OB	007	Handle customer inquiries
OB	008	Handle situations involving difficult customers
OB	009	Interpret business policies to customers/clients
OB	010	Handle customer/client complaints
OB	011	Handle situations when the customer is at fault
OC		UNDERSTAND THE CONCEPTS AND PROCESSES NEEDED TO MOVE, STORE, LOCATE, AND/OR TRANSFER OWNERSHIP OF GOODS AND SERVICES
OC	001	Explain the nature and scope of distribution
OC	002	Explain the nature of channels of distribution
OC	006	Describe the relationship between customer service and distribution
OC	007	Prepare invoices
OC	008	Use an information system for order fulfillment
OC	009	Explain the receiving process
OC	010	Explain shipping processes
OC	011	Explain storing considerations
OC	012	Explain the nature of warehousing
OD		UNDERSTAND THE FINANCIAL CONCEPTS USED IN MAKING BUSINESS DECISIONS
OD	001	Describe the role of financing in marketing endeavors
OE		UNDERSTAND THE CONCEPTS, SYSTEMS, AND TOOLS USED TO GATHER, ACCESS, SYNTHESIZE, EVALUATE, AND DISSEMINATE INFORMATION FOR USE IN MAKING BUSINESS DECISIONS
OE	001	Describe the need for marketing information
OE	019	Explain the concept of marketing strategies
OE	020	Explain the concept of market and market identification
OF		UNDERSTAND CONCEPTS AND STRATEGIES UTILIZED IN DETERMINING AND ADJUSTING PRICES TO MAXIMIZE RETURN AND MEET CUSTOMERS' PERCEPTIONS OF VALUE
OF	005	Explain factors affecting pricing decisions
OG		UNDERSTAND THE CONCEPTS AND PROCESSES NEEDED TO OBTAIN, DEVELOP, MAINTAIN, AND IMPROVE A PRODUCT OR SERVICE MIX IN RESPONSE TO MARKET OPPORTUNITIES

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OG	005	Describe the uses of grades and standards in marketing
OG	006	Explain warranties and guarantees
OG	007	Identify consumer protection provisions of appropriate agencies
OG	008	Explain the concept of product mix
OG	011	Describe factors used by marketers to position product/business
OG	012	Explain the nature of branding
OH		UNDERSTAND THE CONCEPTS AND STRATEGIES NEEDED TO COMMUNICATE INFORMATION ABOUT PRODUCTS, SERVICES, IMAGES, AND/OR IDEAS TO ACHIEVE A DESIRED OUTCOME
OH	001	Explain the communication process used in promotion
OH	002	Explain the role of promotion as a marketing function
OH	003	Explain the types of promotion
OH	004	Identify the elements of the promotional mix
OH	008	Explain the types of advertising
OH	009	Explain components of advertisements
OI		UNDERSTAND THE CONCEPTS AND ACTIONS NEEDED TO DETERMINE CLIENT NEEDS AND WANTS AND RESPOND THROUGH PLANNED, PERSONALIZED COMMUNICATION THAT INFLUENCES PURCHASE DECISIONS AND ENHANCES FUTURE BUSINESS OPPORTUNITIES
OI	001	Explain the nature and scope of the selling function
OI	002	Explain the role of customer service as a component of selling relationships
OI	005	Explain business ethics in selling
OI	008	Acquire product information for use in selling
OI	009	Analyze product information to identify product features and benefits
OI	010	Explain the selling process
OI	011	Prepare for the sales presentation
OI	012	Establish relationship with client/customer
OI	013	Address needs of individual personalities
OI	014	Determine customer/client needs
OI	015	Identify customer buying motives for use in selling
OI	019	Recommend specific product
OI	020	Demonstrate product
OI	022	Convert customer/client objections into selling points
OI	023	Close the sale
OI	024	Demonstrate suggestion selling
OI	028	Calculate miscellaneous charges
OI	029	Process sales documentation